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AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVII No. 10

MAY 15, 1928

Per Copy 20c

May.. THE LAST CALL
FOR SPRING SUPPLY .. *"Rush!"*

TREES

Plants

Seeds

PRODUCTS OF 1500 ACRES

----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

DECORATIVE PLANTS

BULBS

FULL LINE OF SEEDS

SINCE 1854
THE STORRS & HARRISON CO.
"Painesville Nurseries"
PAINESVILLE, Lake County, OHIO



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ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown FRUIT TREES

Specializing in Car Lots
of
APPLE - PEAR - PEACH

Special prices on
BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of
ORNAMENTAL TREES
SHRUBS AND ROSES
American Arbor Vitae
Lombardy Poplars

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

Evergreen Seedlings

Sherman's Evergreen seedlings are grown by experts on soil that produces a sturdy root system.

Our methods of digging and packing assure you complete success in lining out.

If you haven't a copy of our latest Trade Announcer, write at once and we will quote prices.

We are prepared to handle orders for almost any kind of nursery stock. Send your want lists to us for prompt attention.

The Sherman Nursery Co.

CHARLES CITY, IOWA

CHERRY TREES! CHERRY TREES!

The Best That Can Be Grown!

SWEET AND SOUR ONE AND TWO YEAR

CAR LOTS OR LESS

We also offer
A General Assortment of
Standard and Dwarf Apple
Standard and Dwarf Pear,
Plum, Quince and Peach

TRUE TO NAME

Write For Our Attractive Prices

KELLY BROTHERS NURSERIES

Dansville, N. Y.

"THE AMERICAN LINE"

AMERICAN FRUITS PUB'G. CO

AMERICAN NURSERYMAN

AMERICAN NUT JOURNAL

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Published Semi-monthly, on 1st and 15th

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Twice a month publicity.

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\$2.50 Per Month Under Yearly Term Contract

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Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana, Missouri

THE MONROE NURSERY

ESTABLISHED 1847

Carload lots of
APPLE **PEACH** **CHERRY**
CATALPA BUNGEI **LOMBARDY POPLAR**
 and a well balanced list of
PEAR

A complete assortment of shrubs graded to please the most critical buyer.

I. E. ILGENFRITZ' SONS CO.
 Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

MAY BULLETIN

Just Issued

Good assortment of dormant stock in both salable and lining out still on hand. Can make immediate shipments. Wire us your order.

Onarga Nursery Co.

CULTRA BROS., Mgrs. ONARGA, ILLINOIS

"The Stewart Wax Melter Could Not be Excelled"

H. BURGARDT,
 Nurseryman
 Union City, Mich.



BECAUSE--

- 1 Uses superior fuel for field grafting.
- 2 Ideal for top working.
- 3 Big economy over putty wax method.
- 4 Requires minimum of attention. Inexpensive to use.
- 5 Ideal to keep wax melted while sealing patch or chip buds.
- 6 Keeps temperature of wax right all the time.
- 7 No wax congealing and scalding the graft.
- 8 Right size for nurserymen.
- 9 Wax cannot spill. No seams to leak.
- 10 Fills long felt need in nut and fruit tree propagation.

Stewart Wax Melter for Nurserymen

Made of sheet steel—strong, light and durable. Easy to carry and handle. Heated with Clark All-Day Heat units, which require two minutes to prepare and give constant, uniform heat for 12 or more hours. Fuel drawer has ventilator to regulate degree of heat. The simplest, most practical nurseryman's wax melter ever invented. Complete with 6 All-Day Heat Units, only \$5.00, transportation prepaid. Send \$1.00 with order and pay balance on arrival.

MADE AND GUARANTEED BY

Chicago Flexible Shaft Company

Dept. 139

5600 Roosevelt Road

Chicago

38 YEARS MAKING QUALITY PRODUCTS



The TRADE MARK that
 MEANS so MUCH!



A most trustworthy trade mark. Two score and three years of experience with Peat Moss lie back of it. It is the accepted mark for quality Peat Moss, packed in most quantity-holding bales. This fact is recognized by others who seek to trade on the reputation and popularity of the GENUINE. Ask to see this trade mark when you buy. It assures getting the genuine.

Burlapped bales, containing at least eight bushels, at right price for the best quality.

Shipped promptly from New York, Boston, Pittsburgh, New Orleans, Chicago, Savannah, Galveston, St. Louis, Kansas City, Detroit, Cleveland and the Pacific Coast.

Send for sample, literature and price.

ATKINS & DUSBROW, INC.
 29 Burling Slip,
 New York, N. Y.

IMPORTED GRANULATED
PEAT MOSS
 TORF MULL



THE PEERLESS DUST GUN



IS A WINNER—
 WATCH IT DUST

Bugs Can't Park Here

When you want a dust gun that will produce results and give satisfaction get a **Peerless**. It will dust bushes and medium size trees, also underneath the leaves on low plants.

A REAL GUN THAT GIVES
 REAL SERVICE

Write for descriptive circular and tell us where you saw this adv.

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1600 E. 24th St.

Cleveland, Ohio

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On your way to the Denver Convention

Our entire organization extends a hearty welcome.

OTTAWA is on the main line of the Santa Fe railroad from Chicago to Denver. Buy your ticket "via Ottawa" and ask for stop-over privileges.

If you drive, come by way of the new million dollar Champ Clark highway bridge over the Mississippi at Louisiana, Mo. This is the shortest all-weather route to Kansas City from Chicago, Indianapolis, Columbus, and other points east.

No matter if you plan to travel by rail or drive through, drop us a line and we will help you select the best route.

A. WILLIS & COMPANY

Wholesale Nurserymen

OTTAWA, KANSAS



BUSINESS HAS BEEN RUSHING

Haven't the assortment we started with, but still have a fair amount and it is still the same high quality.

PRINCETON NURSERIES

PRINCETON,

NEW JERSEY

Wm. Flemer's Sons, Inc.

Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

Announcements

For Fall 1928 and Spring '29

CHERRY—One year, in car lots or less
Both Sweets and Sours

CHERRY—2 year—all grades
Limited amount of both Sweets and Sours

PEAR and PLUM—XX & 11/16 leading varieties

TURLEY APPLE Trees—One year Buds, 4 to 6 ft.

J. H. Skinner & Co.

TOPEKA, KANSAS



Fruit Trees

Shade Trees

Apple Seedlings

Pear Seedlings

Apple and Pear Grafts

Spirea Van Houtti

Privet, Amoor River North

Hydrangea Paniculata



YES, THANK YOU

**We have had a wonderful
Season's trade**

**Plant Growth Here in Alabama
Starts Early**

Our Stock Looks Good

We are planning for Next Season Now

Come see us and our Stock—You will be welcome

The Huntsville Wholesale Nurseries, Inc.

1872

HUNTSVILLE, ALABAMA

1928

PETER BOHLENDER & SONS

Tippecanoe City, Ohio

FRENCH PUSSY WILLOW PLANTS, 2/3

ALTHEA TRANSPLANTS
ALTHEA SEEDLINGS
BUDDLEIA MAGNIFICA
BARBERRY SEEDLING 4/6"
BOSTON IVY SEEDLING
HYDRANGEA A. G.
PHILADELPHUS VIRGINAL
HYDRANGEA P. G. TREE FORM 2/3

Complete Line of
ORNAMENTAL TREES
SHRUBS, VINES
AND EVERGREENS
Write for Prices

EXTRA HEAVY FRUIT TREES—Many Kinds
APPLE PEAR PLUM PEACH CHERRY

RASPBERRY AND BLACKBERRY PLANTS
OTHER SMALL FRUITS AT BARGAIN PRICES

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AMERICAN ASH
EUROPEAN MT. ASH
AMERICAN ELM
SOFT MAPLE
TULIP TREE
CATALPA BUNGEI

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**HARDY PERENNIAL PLANTS
EXCLUSIVELY**

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO

BEAUTIFUL TSUGA CANADENSIS



Per 10
2-3 ft. \$20.00
3-4 ft. 30.00
5-6 ft. 50.00

Every plant select and shapely, securely balled and burlapped. Not only guaranteed to please you but guaranteed to live if properly set and cared for.

Freshly collected in the high mountains of western North Carolina. Will ship by express only. Cash with order, please.

CANADA HEMLOCK

SKY-LAND NURSERIES

NEWLAND, NORTH CAROLINA

Reference: Avery County Bank, Newland, N. C.

AMERICAN NURSERYMAN — May 15, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlist operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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| Howard Rose Co..... | Special Announcement | Vincennes Nurseries | Fruit Trees |
| Hubbard Company, T. S..... | Grape Vines, Berry Plants..... | Vistica Nurseries, Inc. | Fruit Tree Seedlings..... |
| Huntsville Wholesale Nurs... | General Nursery Stock..... | Wanted | Position as Accountant..... |
| Hilgenfritz Sons Co., I. E.... | Evergreen Trees, Shrubs..... | Wanted | Position in Nursery |
| Independence Nurseries | Spruce | Washington Nursery Co. | Special Announcement |
| Jackson & Perkins Co..... | Chas. Ditrche Nurs. Agent..... | Wayside Gardens Co..... | Hardy Perennial Plants..... |
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| | | York Water Co..... | Pine and Larch Trees..... |
| | | Young, Robert C..... | Boxwood |

All Shenandoah Invites You

And wants you to plan your trip to the Nurserymen's National Convention at Denver so that you may spend Saturday, June 16th, as guests of the Nurserymen and Seedsmen of Shenandoah.

OUR TOWN PEOPLE EXPECT YOU

And you know that *Ed Welch, Henry Field, Earl May* and the *Lakes* will welcome you cordially and entertain you royally.

Please write to any of the above hosts for full information regarding train schedules and entertainment plans.

SHENANDOAH NURSERIES

A. F. LAKE, Pres.
SHENANDOAH

R. S. LAKE, Secy.-Treas.
IOWA

... The ...

Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

CHERRY PEACH APPLE

CATALPA BUNGEI

one and two year heads

SHADE TREES

and a general line of

SHRUBS EVERGREENS

PERENNIALS ROSES ETC.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Largest Nursery in Indiana

Mr. Buyer--

Let us take care
of your late orders.

We have a heavy stock on

BARBERRY THUNBERGI—3 year

CALIFORNIA PRIVET—all grades

AMOR RIVER PRIVET—all grades

ORNAMENTAL SHRUBS—all grades

ASPARAGUS ROOTS—2 year No. 1

ELBERTA PEACHES—all grades

all in fine condition. Bulletins showing quantities and prices moving frequently.

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

Wholesale Nurserymen

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVII

ROCHESTER, N. Y., MAY 15, 1928

No. 10

NEW REGULATIONS FOR NURSERYMEN IN MICHIGAN

The Michigan Plant Pest Law, enacted by the last Michigan Legislature, now in force, repeals the old Nursery law.

The license fee is \$5, except that parties in Michigan who specialize in the growing of herbaceous perennials, asparagus plants or grape vines for sale, or who have a few heeled-in shrubs, but do not buy Nursery stock for resale, are classed as plant growers and only pay license fee of \$3.

Other persons who sell Nursery stock are divided into the following classes, in all of which a license is required:

1. Nurserymen who sell trees, shrubs, vines and plants, either Nursery-grown or wild; cuttings, grafts, scions, buds, fruit pits; hardy herbaceous perennials, peonies, irises, narcissus bulbs and roots, and other plants and plant products for or capable of propagation, excepting field, vegetable and flower seeds, bedding plants, corms and tubers. Nurserymen residing in other states who wish to sell Nursery stock in Michigan, either in person or through agents, must also comply with these requirements, but a license is not necessary for a mail-order trade conducted from another state.

2. Native tree dealers, or any persons digging, selling or offering for sale any native trees, shrubs, vines or hardy perennials growing in wood lots or other forest lands.

3. Landscape architects, landscape gardeners or any persons making landscape plans who use wild trees, shrubs or vines, or who buy Nursery stock directly or indirectly or who negotiate in the purchase of stock for clients.

4. Dealers in Nursery stock, or any persons not growers or original producers of Nursery stock in Michigan, who buy Nursery stock for the purpose of reselling or re-shipping independently of the control of any Nurseryman.

AGENTS MUST HAVE PERMITS

The law defines a Nursery agent as any person selling Nursery stock under the partial or full control of a Nurseryman or dealer. The term also applies to a person handling Nursery stock on a cooperative basis with some Nurseryman or dealer. Agents are not required to obtain licenses, but must carry permits, which will be issued by the state commissioner of agriculture, without charge, at the request of the Nurseryman or dealer with whom they are associated. The law requires all persons needing Nursery licenses to apply to the commissioner of agriculture, Lansing, Mich., on or before September 15, accompanying the application with the license fee required.

All persons handling or shipping Nursery stock are required to obtain certificates of inspection, one of which should be attached to each package. Persons growing Nursery stock and native tree dealers should make application for inspection before March 1. A charge sufficient to cover the time of the inspector must be paid before the certificate will be issued. If, through delay in making the application, a special trip is necessary, the entire cost must be paid.

Dealers in Nursery stock who have no

stock of their own growing may obtain certificates of inspection by paying \$1, furnishing the names of the parties who will supply the stock and making affidavit that will only handle certified stock. Nurserymen in other states should file certified copies of their certificates of inspection and request permission to use them on stock sold in Michigan.

NO LICENSE FOR FARMERS

Florists are not required to secure licenses unless they handle Nursery stock, but, if they wish to ship plants into other states requiring certificates on greenhouse plants, they should apply for the inspection of their stock. Roses, perennials and similar plants that have been grown in greenhouses to be planted outside are classed as Nursery stock and should be inspected before they are sold.

Farmers who are not Nurserymen who wish to sell shade trees from their own lots are not required to take out Nursery licenses, but they should apply for the inspection of the trees before they are dug.

Fruit growers who wish to sell or exchange surplus small fruit plants of their own growing need not secure licenses unless they are Nurserymen, but should have their stock inspected. Two inspections each year are required in the case of raspberry plants.

Under the new law, Christmas trees, evergreen boughs for decorative purposes and wild trees, shrubs, plants and vines may not be transported by tourists and others unless they have been inspected.

Nursery stock shipped into Michigan, except conifers and herbaceous perennials, must be fumigated with hydrocyanic acid gas in the usual manner and a certificate to that effect must be attached to each package, in addition to the regular certificate of inspection. The law makes the same requirement when Michigan Nursery stock has been grown within half a mile of where the San Jose scale is known to exist.

CERTIFICATES OF INSPECTION

In case any Nursery stock is received from foreign countries, or if it comes from any source and is not accompanied by a certificate of inspection, the fact must be reported at once to the commissioner of agriculture, and the stock should be held until inspected or released.

There seems to be a general lack of knowledge regarding many of the requirements of the new law. A number of prosecutions have been started and three cases have come to trial, resulting in the conviction of the parties, with penalties as high as \$75 and costs in two instances.

Attention might also be called to the federal quarantine on shipment of currants and gooseberries from states east of the west line of Iowa and Missouri into states west of that line. Infractions of this quarantine have resulted in numerous convictions.

J. B. Baker, Baker Brothers, Fort Worth, Tex., cites instances of the ruggedness of the Chinese elm, even to the seeds a quantity of which, picked green, were sent to him from Fort Sill, Okla. It was feared that the shriveled seeds were valueless but upon drying them out in the sunshine and planting, he found they produced well. At Lubbock, Tex., he saw a large tree exposed, in planting, to wind for three hours yet now growing well, though the top was not cut back.

The Proposed Embargo

Charles H. Totty, chairman of the S. A. F. committee on tariff and legislation, says: "Just at this time, I am writing all the rose men who are interested in grafting roses to find out whether they are willing to have the proposed embargo on the Manetti rose stock go into effect this year. The Federal Horticultural Board will hold a meeting in May or June to ascertain the wishes of the florists in this respect. I find in the replies so far tabulated that the growers are very much in favor of continuing the present system of importation, because so far, the western growers have fallen down very badly in their job, on account of the stock not being adequate quantity and of the proper quality."

An Importer's Suggestion

For many years the late Irving Rouse, Rochester, N. Y., was the leading importer of fruit tree seedling stocks from France. His son, B. Irving Rouse, who succeeded him in the Nursery business, said this month to a representative of the American Nurseryman:

Fruit tree seedlings have been grown in certain sections of Europe for many generations. The areas where such stocks are grown, are small and very highly specialized; a few square miles of territory have for at least a century been supplying the bulk of the fruit tree seedlings for the entire world. Compared to this country, and especially to the western parts of this country, where most of the American grown seedlings originate these sections of Europe are very old indeed in the production of fruit tree seedlings. They have, perhaps, some insect pests and diseases, but everything they have in that line, or are likely to have, already exists in this country.

On the other hand, this is an immense country, bounded by no insect proof barriers, from other immense countries to the North and South, while we have no means of knowing what the intensive cultivation of fruit tree seedlings in untried parts of this country will produce in the way of tree and fruit pests in the course of a few decades. This year, the New York State authorities had to refuse admission to some California seedlings on account of apple blotch, a disease which has not yet gained a footing here.

One Man Plants 1,000,000 Trees

New York State tree Nurseries at Lowville, Saratoga and Lake Clear have been working over time this spring filling orders for seedlings. Cold weather caused delays and consequent rush work to make up. The shipping season is about six weeks. This year the output is a million trees more than that of last spring. A total of three million trees a week were shipped last month. The output is expected to be 18,000,000. Orders number 3000. Thomas C. Luther, White Sulphur Springs, ordered 1,000,000. His crews planted 70,000 per day.

Washington Nursery Co., Toppenish, Wash., early last month completed shipping 39 carloads of trees and seedlings to Nurserymen east of the Rocky Mountains. The company specializes in seedlings, part of which it is growing near Portland.

CHICAGO, ST. LOUIS, K. C. TO DENVER VIA SHENANDOAH

All Arrangements Made for the June Pilgrimage

ROUND TRIP TICKETS TO THE COAST WITH DENVER STOPOVER

Will Be the Popular Way—Pacific Coast Nurserymen Are Preparing a Cordial Welcome and Special Entertainment Features—Denver Convention Program Was Presented Tentatively in May 1st "American Nurseryman"—Baby Ramblers To Put On a Golf Tournament and a Dance As Innovations—Affiliated Organizations Including the Women's Auxiliary To Have Meetings

Arrangements have been made with the Burlington Railroad for a Nurserymen's Special Train from Chicago to Denver for the Convention. This train will leave Chicago at 6:15 P. M. Friday, June 15, arriving at Shenandoah 8:30 A. M., June 16.

Arrangements will be made for special Pullman cars from St. Louis to join the Special at Shenandoah to arrive at 10:40 A. M. Also similar arrangements will be made from Kansas City. The round trip excursion rates to Denver will apply from both Kansas City and St. Louis via Hamburg, Ia.

We expect to show our visitors the Nurseries by automobile during the forenoon. Lunch will be served at noon and an orchestra will provide good music for dancing.

After lunch our visitors will be shown through the seedhouses and radio stations, KFNF and KMA, followed by radio talks by various officers and members. Come prepared to make a speech to an invisible audience.

Our visitors no doubt will be ready for the train to leave about 4:00 P. M., arriving at Denver about 9:30 A. M. Sunday morning, Convention week.

As Shenandoah is the Nursery center of the Middle West, your Convention trip will not be complete without spending a day here. Plan for it now.

It is eighteen years since we have met in Denver. Every member of the American Association should plan to attend. Denver is a wonderful Convention City, having beautiful parks and boulevards, besides wonderful mountain scenery and mountain parks. Climatic conditions will be ideal at the time of our Convention.

Golf for Nurserymen

Baby Rambler Features at the Denver Convention of the American Association

The lively junior organization in the Nursery trade which has been functioning at conventions of the American Association of Nurserymen for more than a decade—the Baby Ramblers—will put on two new events at the Denver convention next month.

First of these is a Handicap Golf Tournament, with prizes, open to all members of the A. A. N. This is scheduled for Monday afternoon on one of the best of the Denver courses, following a luncheon at the Denver Country Club. It has been the custom of the Baby Ramblers to conduct a banquet at alternate conventions of the national organization. As this is the off-year for the banquet feature, the Ramblers plan to maintain their activities by a golf tournament; and thus far no other definite form of entertainment for Monday afternoon, June 18 (the day after the arrival of the special trains from the East) has been announced. The principal entertainment feature so far announced is the automobile tour of the mountains.

If the tournament plan meets with general approval, it will be made a permanent feature of the conventions of the American Association and a tournament cup to be held by the three-times winner will be provided.

Paul V. Fortmiller, Newark, N. Y., is chairman of the tournament committee. He requests that as soon as practicable all members of the A. A. N., who desire to enter send to him their club handicap and par of their club course, if golf club member; if not a club member, send the three lowest scores and the par of the course.

Another Denver convention innovation will be an informal dancing party under the direction of the Baby Ramblers for members of the A. A. N. and their ladies. Those who attend may come when they want to and eat what they want to; but it is desired to have reservations made so that preparations can be made. The annual meeting of the Baby Ramblers organization will be

held in Denver at which time the organization dinner will be served. Frank E. Felt, Collingswood, N. J., is the president. Donald Wyman, N. Abington, Mass., is vice-president. Horton Bowden, Geneva, N. Y., is secretary.

Pacific Coast Plans

Some very interesting plans have been made for the entertainment of delegates attending the Denver convention of the American Association of Nurserymen in June who come on out to the coast. Albert Morris is chairman of the committee in charge of arrangements. He reports that he has had enough replies to the questionnaires he sent out to the members of the American Association to indicate that there will be at least two cars of delegates who will make the trip to California. They will come out in special cars which will leave, according to present plans, on the evening of the closing day at the convention, arriving in California on the afternoon of the second day.

The Nurserymen of this state are organized so that the visitors will have the opportunity of seeing as much of the beauty and interest of California as possible, in whatever section of the state they happen to be.

The men in and around the Bay region of San Francisco are arranging careful programs to enable their guests to see the best they have to offer in pleasant manner. The men in the southern part of the state have planned a two-day sight-seeing trip in and around Los Angeles, taking in Hollywood and the movie studios, Beverly Hills and the beaches, as well as the larger Nursery concerns.

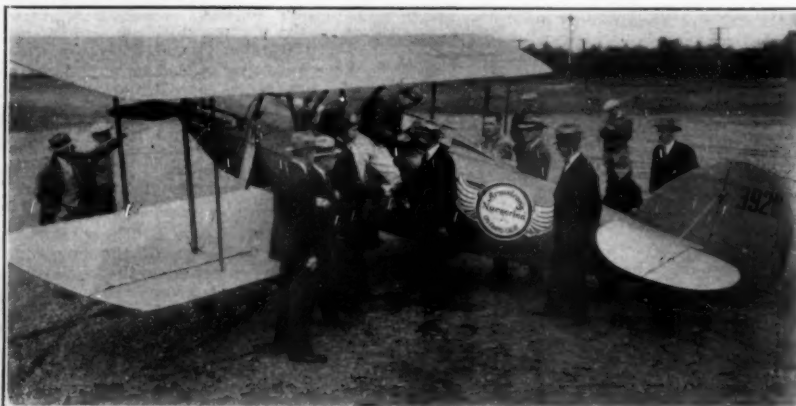
It is assumed that, after several busy convention sessions, and after two days' train travel, our breezes and our beaches will prove a stimulating change. California can justly boast of her summer climate. There is a note of warning which might not come amiss to those who plan to make the trip. Once the sun goes down out here, a light wrap is very necessary for the ladies, and the men would do well to be prepared with clothing that is somewhat warmer than that they wear in the summer months in the East and Middle West.

It is hoped that all who are going to make the trip to the coast will notify Mr. Morris, if they have not already done so. His address is Western Rose Co., San Fernando, Cal.

The Armstrong Nurseries of Ontario, Cal., have certainly proved themselves up-to-the-minute. They have put the airplane into practical service as a part of their regular equipment. They have been doing some large landscape projects at points rather remote from the Nurseries and in order to save time, and render their customers the promptest service possible they literally "fly at" the job. Murray McNeil, of that firm, declares that a bird's-eye view of the land to be planted helps him to plan a well-balanced planting.

Frequently, a small shipment of Nursery stock is sent along in the plane if there happen to be orders from the district to which it is traveling. It is quite likely that other Nursery concerns will adopt the ultra-modern method of time-saving before long, but the Armstrong Nurseries are pioneering the field.

HELEN W. KING, Secy.



BIRD'S-EYE VIEWS FOR LANDSCAPE PLANNING
Armstrong Nurseries, Ontario, Cal., Use an Airplane

Colorado Nurserymen's Open House

Rocky Mountain Evergreen and Nursery Co., Evergreen, Colo., invite Nurserymen at the convention to visit their grounds in the mountains, reached in a trip of an hour and a half from Denver, in the Big Cub Creek canyon where there is trout fishing and a 19-hole golf course. Lindsey Nurseries, 26 South Adams Street, Denver, will welcome visitors. The concern is moving into larger quarters.

DO YOU REALIZE THAT

Other industries are going forward by the use of cooperative advertising? Here are just a few—
Sales of greeting cards have jumped from \$10,000,000 in 1913 to \$55,000,000 in 1925.

Sales of flowers have been doubled twice in the last eight years. "Let's double it again" is the florists' slogan for the next four years.

"Triple the industry by 1931" is the program of the "Save the Surface and You Save All" campaign.

Sauer Kraut is universally used because of national advertising.

And Yet the Annual Increase of Nursery Sales is Only 3.2%

**LET'S PUT THE
NURSERY INDUSTRY
IN TUNE WITH THE TIMES**

Come to the Denver Convention. The program will be devoted to the Nurserymen's selling problems—one idea might be worth thousands of dollars to you. There will be amusement aplenty.

Executive Offices
**THE AMERICAN ASSOCIATION OF
NURSERYMEN**
Louisiana, Missouri

Conifers for Homes

Sante Fe, N. M., May 3—It is easy to grow spruce and pine and cedar in your gardens, your yards around your houses or in your parks and school grounds, declares William C. Munchoff, here from Minneapolis. And he ought to know, says the New Mexican, for he is a graduate of two German universities (department of horticulture) and for months has been teaching Las Vegas the art of bringing the evergreens from the nearby mountains and making them take root.

Santa Feans and New Mexicans no doubt will be interested in the visit of Mr. Munchoff in Santa Fe, as he declares that he will be glad to tell the secrets of tree growing in this high altitude, and will put out trees and shrubs at about 40 per cent less than Nursery catalogue prices. Discussing the difficulties Santa Feans and others have had in growing little trees brought from the nearby forest, Mr. Munchoff said:

"The tiny roots on the tree—observed through a microscope—spell either life or death to the tree. You cannot make a transplanted tree grow if air gets to the roots before they begin to grow; or if the tree is shaken by March winds. We plant it in a syrup of dirt and water so there will be no air pockets; and when the mixture seeps down, we cover the ground with straw and not manure. There is too much acid in most of the manure heretofore put around trees. We then wet down the straw so that in cold weather the surface will be sealed in ice. This prevents too rapid thawing in the spring. Then, as a guard against the wind storms, we anchor the tree with four wires. In this way we find the feed roots start to grow without trouble. These roots will commence to feed when the sap starts to run."

Mr. Munchoff says that in Las Vegas he planted 150 spruce, 50 white spruce and 100 cedars and planted them the latter part of August. Only three per cent were lost.

He says that he will guarantee the growth of a tree, but he charges 25 per cent extra for such guaranty, as extra work is necessary.

Mr. Munchoff says that it does not require

Go Via Shenandoah!

The Nursery Capital of the Mid-West

ON your way to the National Convention in Denver arrange to stop over in Shenandoah, Iowa, on Saturday, June 16th.

Not only will this give you a pleasant "break" in your trip, but you will enjoy an interesting and profitable day as guests of the Nursery and Seed firms of Shenandoah, Iowa.

A Special Train From Chicago

The Burlington Route will provide a special Pullman train with diner. This train will leave Chicago Friday, June 15th at about 6:15 P. M., arriving in Shenandoah 8:30 Saturday morning. Two special Pullman cars will start from St. Louis. Kansas City nurserymen will have a special car from that point.

Plenty of Entertainment

The program for the day allows ample time for a visit to the Mount Arbor Nurseries and the Radio Broadcasting Stations KMA and KFNF, as well as the other local Nursery and Seed establishments. Arrangements will be made for speeches by visitors over both KMA and KFNF.

Lunch will be served at noon and a good orchestra will provide music for dancing.

**Your Convention Trip will not be Complete
without a Day in Shenandoah—Plan Now.**

MOUNT ARBOR NURSERIES

E. S. Welch, Pres.

Shenandoah, Ia.

a lot of money to have beautiful trees. For a few dollars a tree 12 feet high can be brought from the nearby forest and planted, and he adds: "If the instructions given are followed, the tree will usually grow." He has planted trees 18 feet tall.

In Las Vegas, Mr. Munchoff has had contracts first from the city and then from private individuals. He has lectured frequently to the Boy Scouts and was much amused that after the first two or three meetings his Boy Scout audience had grown—there were scores of Boy Scout fathers and mothers present to learn about planting trees to grow.

Mr. Munchoff is a graduate of the school of forestry of the Friedrich Wilhelm University in Berlin and of the Greifswald University in Prussia.

For many years the Minnesota Garden Flower Society has been holding monthly meetings, tours and picnics and promoting flower growing everywhere. The slogan is "Make Minnesota Blossom."

Retailers in Session

On May 3 the Fruit and Flower Club of Western New York met at the Gardenier Hotel, Newark, N. Y., and listened to a practical address by Prof. Porter of the landscaping department of Cornell University on the subject, "Landscaping the Small Place." The address and the long and earnest discussion which followed proved of great value to forty retailers present. The president of the club is Spencer Knight, Newark. The next meeting will be held in July at the Rod and Gun Club quarters in Geneva when the semi-annual election of officers will take place.

Clarence O. Siebenthaler, Dayton, O., recently addressed the American Association of Cemetery Superintendents in Cleveland, O., on "Preferred Plant Material for Cemeteries."

THE SHENANDOAH IOWA FEATURE OF THE DENVER TRIP

GO VIA SHENANDOAH on the Nurserymen's Special Train from Chicago via the Burlington Railroad to the meeting of the American Association at Denver, June 18th to 22nd.

This will not only give you a pleasant break in your Denver trip but you will enjoy an interesting and profitable day as guests of the Nursery and Seed interests of Shenandoah.

The Burlington Railroad will provide special pullman train with diner leaving Chicago Friday, June 15 at 6:15 p. m., arriving in Shenandoah at 8:30 Saturday morning; leaving about 4:00 p. m. Saturday afternoon, arriving in Denver Sunday morning. Special pullman cars will be arranged for from St. Louis and Kansas City.

While it may seem like you are starting for the Convention too early, yet all your time will be fully occupied. The members will have Sunday afternoon for visiting and getting acquainted with Denver. Everyone should get out over the city as Denver has some of the best planted boulevards and parks in the United States. They are well worth seeing.

Monday will be a busy day on account of the meeting of the Executive officers, with Association Committees and various group meetings.

Tuesday the Rocky Mountain and Western Nurserymen's Association will provide a day's scenic trip into the Rocky Mountains. No one should miss this trip as there is as fine mountain scenery around Denver as can be seen anywhere in the world.

AT SHENANDOAH

On arriving at Shenandoah automobiles will be provided for a tour of the Nurseries during the forenoon. At noon luncheon will be provided at the Memorial Armory with music, dancing and a few short talks. After luncheon the Radio Stations, KFNF and KMA will be visited and inspected, and time arranged for speeches from the various officers and visiting members. The Armory is hooked up by remote control with the Radio Stations so there will be plenty of entertainment while lunch is being served.

The Shenandoah Commercial and Kiwanis Clubs will assist in entertaining our visitors. We have a beautiful Country Club, which will be open to our visitors.

The time will be altogether too short to see everything of interest. No one making the trip to Denver should fail to spend the day at Shenandoah.

We are accustomed to visitors at Shenandoah, as our city entertained more tourists

during 1927 than the Yellowstone National Park. The Flower Show in June brought 25,000 visitors in one day. The Radio Stations in connection with the Seed Houses have a never ending stream of visitors—over 300,000 during 1927.

Shenandoah has a large acreage of flowers in bloom from April to October, with a richness and variation that rivals California. We have 3000 acres devoted to the production of Nursery stock—one of the large Nursery growing sections in the United States. From here each year we distribute over three million plants for developing the orchards, parks and homes of the United States and Canada.

Shenandoah is the only small city in the United States with two great Radio Stations, both devoted to the Agricultural interests. We have two large mail order houses that distribute garden and flower seeds and Nursery stock to every part of

the United States and to many foreign countries.

Shenandoah sent out during 1927, 204 sealed cars of express and enough local shipments to make 500 cars; equivalent to 3000 car lot freight shipments of Nursery stock and seeds, taking in account car lot and local shipments.

AIRPLANE TRIP A FEATURE

Shenandoah's postal receipts for 1927 were \$240,000.00 or enough to establish six first class post offices. This amount paid for one cent stamps would require a strip of stamps reaching from Shenandoah to St. Louis. Our post office paid out for postal money orders received \$608,446.68 and mailed out 1,045,000 parcel post packages.

Shenandoah has an airport and hangar with a capable experienced aviator in charge, riding academy, swimming pool, golf course and all the amusement features for entertaining visitors. We will be glad to arrange for an airplane trip over the Nurseries for those that desire to cover them in this manner.

E. S. WELCH, President
Mount Arbor Nurseries

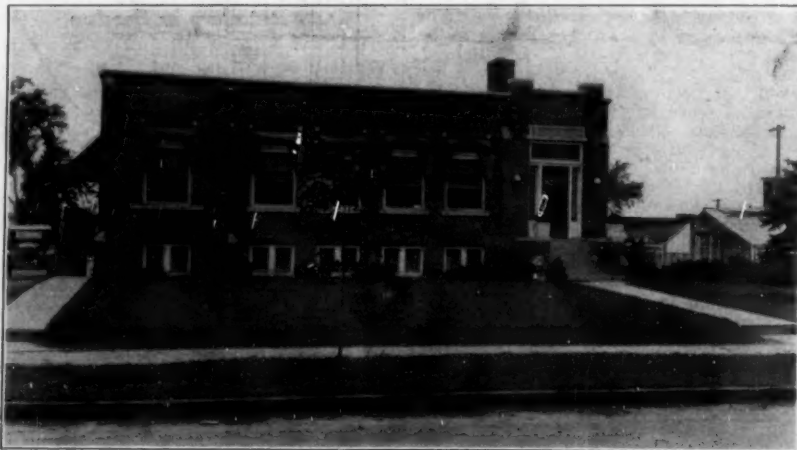
The Mount Arbor Nurseries was established in 1875 at which time the Nurserymen in this section were producing mostly Fruits and Osage Orange Plants, with a limited number of shade trees like Poplars and Silver Maple, for wind breaks.

This Nursery was established on a forty-acre farm five miles South East of Shenandoah. This farm had a round topped hill and a circular Arbor Vitae hedge planted around the home and the name "Mount Arbor" was given the business as a result of this location.

(Continued on Page 242)



E. S. WELCH, PRESIDENT MOUNT ARBOR NURSERIES, SHENANDOAH, IA.



OFFICE BUILDING MT. ARBOR NURSERIES, SHENANDOAH, IA.

Delightful Visit Awaits in Southern California

A Special Invitation to a Beauty Spot of Particular Nursery Trade Interest

ALL of those members of the American Association who are planning to visit the Pacific Coast after the Denver Convention will, of course, wish to spend a few days in Southern California with its many attractions for the visitor. Along with the beaches and the mountains and the Movie City Hollywood, the visiting Nurserymen and their families will want to go through the great Orange Empire, and they will have to visit the thriving little city of Ontario in order to do so.

San Bernardino Valley

Ontario is located forty miles east of Los Angeles, at the base of the snow-capped Sierra Madre Mountains, in the San Bernardino Valley, and in addition to being the center of California's great citrus industry is also the home of the Armstrong Nurseries.

California's famous Washington Navel

lined through the center parkway with the famous California Pepper Trees and on the outer sides with Grevillea robusta and Eucalyptus trees.

600 Acres of Nursery Stock

The retail sales yard of the Armstrong Nurseries is located in the center of the town of Ontario, facing Euclid Avenue. More than 600 acres are devoted to the growing of Nursery stock of all kinds and this institution probably has a more diversified list of Nursery products than any other institution of the kind. Deciduous Fruit Trees, Citrus Trees, the Sub-Tropical and Tropical Fruits—which are now so popular in California, including the Avocado, make up a large part of the plantings. Ornamentals of every kind, the old favorites of the East and Middlewest, as well as those Evergreens which are grown only on the Pacific Coast and the South; fields of

An Airplane View on Request

During the past several years, the Armstrong Nurseries has grown and shipped to the East, South and Northwest, hundreds of thousands of small Evergreens for lining out and the beds of this material will be in mid-season growth. Many of the newer types of Evergreens will be on display and the propagating work will be under way for all who care to watch.

If some of the Nurserymen have taken up the new, popular sport of flying, they will be given an airplane view of the entire valley upon request, for the Airport is but a short distance from the Nursery; and this firm has been using the aeroplane all season for sales trips.

Just for the information of those Nurserymen and their families who are planning to come to the Coast, the Southern Pacific and Union Pacific both run directly through Ontario, while the Santa Fe runs through Upland, two miles north. You can either get off as you go through and then go into Los Angeles later, or can come out from Los Angeles on the Pacific Electric Railway, and it is only a run of one and one-half hours.

Wonderful Valley Ride

All the main boulevards from Los Angeles run through Ontario and the drive through Pasadena and along the foothills of the Sierra Madre Range, through the Orange Empire to Ontario and the beautiful city of Riverside—beyond, returning through the valley, will make a wonderful ride for anyone who wishes to see Southern California at its best.

If you are traveling on the train and wish to make the drive by machine automobiles will be available at headquarters of the California Association of Nurserymen in Los Angeles, and details will be announced at Denver. Mr. John A. Armstrong and Mr. Murray C. McNeill will be in attendance at Denver and will be glad to be of service to any of the members who are planning to come to Southern California.



Office and Sales Yard of Armstrong Nurseries, Ontario, California

Oranges reach a higher degree of perfection in the Ontario district than in any other place in the world, and some of the oldest orchards of this variety in the state may be found in this valley.

Through the San Bernardino Valley from the Sierra Madre mountains on the north to the Santa Ana Mountains on the south, runs the famous Euclid Avenue—seventeen miles in length—with a wide double drive,

Coniferous Evergreens, including all the standard varieties of Junipers, Arborvitae, Cedars, etc., are every much in evidence and many carloads of this kind of material go out from Ontario each season. A great quantity of budded Roses will also be in full bloom during the period subsequent to the convention for thousands of California's finest roses are grown in this valley.



Berckmans Dwarf Golden Arborvitae and Other Conifers are Grown By the Thousands in the Fields at Ontario

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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RALPH T. OLCOTT, Pres. and Treas.
Phones—Main 5728, Glenwood 760
Chief International Publication of the Kind

SUBSCRIPTION RATES

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|---------------------------------|--------|
| One Year, in advance | \$2.50 |
| To Foreign Countries and Canada | 3.00 |
| Single Copies | .30 |

ADVERTISING RATE, Per Inch.....\$2.90

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., MAY 15, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1895, as a long-time Nursery concern knew, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

Among the problems which will come before the distribution committee of the American Association of Nurserymen, in connection with its survey of the possibilities for greatly increasing the output of the Nursery of the country, will be those of convincing the planter that a reasonable degree of success will follow acceptance of the promises of Nurserymen. This is indicated in the following animadversion by the editor of the Albany, Ga., Herald, who may seem to be anticipating special activity in the Nursery industry:

A garden catalogue came in with the morning mail the other day. On the front cover was a gorgeously-colored picture of ripe strawberries on a plant whose green leaves look good enough to eat, green ink on glazed paper though they were. As for the strawberries, they'd make a man hungry five minutes after he'd finished a four-course dinner. They were bigger than walnuts, red as rubies, and lusciously ripe from tip to stem.

The catalogue with its intriguing picture of strawberries was one of the familiar harbingers of advancing spring. It commanded our interest, and had the effect which the house that mailed the catalogue quite well knew it would have. It made us have visions and dream dreams—made us envisage long rows of ripe strawberries in our garden. Made us smell strawberries, taste strawberries, show superb strawberries to envious neighbors who could but wonder how we managed to make them grow to such perfection; made us eager to order dozens of strawberry plants to put in the ground, that they might bear plenty of strawberries early and late, as guaranteed in the catalogue.

Such are the strawberries we grow in the gardens of imagination when the catalogue comes out in the winter months, to remind us that spring is near. Such is the seductive appeal of gaily-colored pictures of fruits and vegetables which every amateur gardener longs to grow, and one in a thousand or so really does grow.

For we send to the Nurseryman for seeds or plants, and get the garden ready. We spade up the sweet-smelling earth, nor are discouraged by the grub worms we discover, or the interest evinced by the neighbors' chickens, or the curiosity of neighborhood dogs. We are going to have fruits and vegetables from our own garden this year, we are. We want them fresh and fragrant and tender and succulent—vegetables which grow in our own petted, pampered gardens, and the like of which are not for sale anywhere.

But—yea, but! The rest is a sad, sad story that many know and others will learn out of illuminating experience. For the mammoth strawberries which adorn the cover of a catalogue bear little resemblance to the gnarled and knotty things, only half of which gets ripe, that grow in our garden. Things start like a Florida boom, but after the chickens and the pigeons and the dogs and the calf that strayed from home and the grubs and the bugs and the ants and the mocking birds and the rust and the fungi and the little boy who said he was looking for his ball and the porter who was just looking around—when these and a few others had looked our strawberry patch over, we shamefacedly, and with a hang-dog air, stopped at a fruit stand and paid forty

cents for a quart of fruit that certainly looked great on top.

That was quite a long while ago, and we said "Never again!" after the man who cares for yards and gardens had dug up our strawberry plants and dumped them in the alley. We said it and meant it, but our resolution weakens every time a catalogue comes to hand in February with its colored pictures, its word-painting of amateur gardeners' triumphs, and its yellow order blank with dotted lines all ready to be filled out.

We've stuck it out for a good many seasons, but we suppose we'll fall from grace before long, and plant us another strawberry patch for crawling and creeping and scratching and browsing critters to enjoy.

A Letter-Head Flag—As a substitute for the waiver of liability clause and the disclaimer of any responsibility in regard to the quality of stock sold, the flag on the letter-head of the Interior Nursery Co., Samuel S. Smith & Sons, Perkinston, Miss., specializing in blight-proof pineapple pear trees, is as follows:

The Fruit That Fills, Refills and Fulfills Pockets, Pails and Promises; Its Past Proves Its Productiveness and Profitableness and Its Future Holds Out a Hand to the Man Who Wants To Shake Trees That Shed Dollars.

The warranty clause of a well-known Pennsylvania Nursery concern does not disclaim responsibility for quality of the goods it sells. It reads: "While we exercise the greatest care to have all trees and plants genuine and reliable; and hold ourselves prepared to replace on proper proof all that may prove untrue; we do not give any warranty expressed or implied; and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be responsible for a greater amount than the original price of the stock.

"We guarantee all our stock to be in good condition on leaving our hands, but we do not guarantee it to grow under all conditions, nor do we make up any loss whatever due to climate effects, or after culture on the part of the purchaser."

A letter-head announcement just at hand is as follows:

"We exercise the greatest care to keep our varieties pure and true to name, and hold ourselves in readiness at all times to replace, on proper proof, all stock that may prove otherwise, or refund the amount paid, but it is mutually agreed between the purchaser and ourselves that we shall not at any time be liable for any amount greater than the original price."

One concern puts it this way:

"Non-warranty—If any Nursery stock sold by us should prove untrue to name under which it is sold, we hereby agree, on proper proof of such untruthfulness to name to replace such stock as originally ordered or to refund the purchase-price. Except for such liability, and in respect to all Nursery stock sold by us, we give no warranty or undertaking, express or implied."

Here is another one:

"All quotations are for immediate acceptance subject to stock being sold, and without liability to us from shortage of stock or injury to it from frost, hail, fire, error in count or other causes beyond our control. All sales are made with the provision that should any of the stock prove untrue to label we will, on proper proof, refill order for such stock or refund purchase price paid and that we shall not at any time be liable for any amount greater than the original sale's price."

THE NEW COMPETITION NURSERYMEN ARE STUDYING

By O. H. Cheney, Vice President American Exchange Irving Trust Co., New York,
Before Chamber Commerce of the United States

THE new competition is very fascinating and very exciting. It is as fascinating and exciting as a circus—a sort of seven-ring super-circus—with not one elephant but a thousand of the biggest elephants in the world and not one clown but a thousand of the most clownish and not one freak but a thousand of the weirdest freaks—and above them all huge swarms of the most daring aerialists.

But—what would we do if we suddenly found ourselves not in the seats but in the ring? The trouble with the new competition circus is that we are all in the ring and most of us don't know it.

And some of us who think we are in the ring are only in a side show. Some of us who see ourselves as the beautiful blond equestrienne are really the skeleton woman and one who sees herself as the brave lion-tamer is really but an understudy to a clown. And who knows? Probably in its own mind, the trained flea is a whirlwind aerialist or even Jumbo himself! And who knows? Perhaps looking up at the top of the tent, the elephant, in his own mind, is but a trained flea!

Stirring as these visions are, I must leave them to better fortune-tellers than I am. I should like to take a little rest from trying to answer the question that is thrown at me almost every day, "What can we do about the new competition?" I should like to think a little on just what this complicated economic phenomenon we call the new competition really means to us, not merely as business men, but as human beings. Before even attempting again to answer the request for advice on what to do, I should like to see more clearly where such advice is going to lead us. Before talking about the new competition and its relation to teamwork in prosperity, I should like to discover something of the meaning both of "teamwork" and of "prosperity." Before discussing the subject assigned to me, "Keeping up with the new competition," I should like to decide a little more definitely just what there is in the new competition that we have to keep up with—just what is worth "keeping up with."

All of this, I am afraid, will not be anywhere near as exciting as the picture of the new competition which every advertising agency solicitor has learned to paint in pulsating and sweeping words in the last two years. And it isn't because of the traditional disposition of a banker that I am going to ask a lot of questions and say "No." I shall ask questions because I really don't know the answer. I shall say "No" because I feel that it is dangerous for the future of business always to be in the chorus of "yes-men."

NEW COMPETITION REVERSES

***** The new competition has necessitated increased plant and development expenditures, increased distribution costs in many cases in order to maintain volume—and has resulted in lower profit margins. The lower return on capital in the past year in many widely different industries may be a temporary phenomenon. Whether it is or not we shall not understand until we understand how the new competition has not only tended to unbalance inter-industrial prosperity but also to under-

mine the prosperity of individual businesses.

Whatever the business man, the farmer, the worker and the consumer must do to achieve the benefits of the new competition and avoid the dangers, they must do only on economic principles. The problems of the new competition are not political or legislative. The courts and the legislatures are not the places for fighting the new competition. If we want the government to stay out of business, let us not rush to it for legislation to handicap our competitors.

The Federal Trade Commission and the Interstate Commerce Commission exist to destroy unfair competition, not to create it. There are enough vital problems of business for the government to help solve without wasting its efforts and money on underhanded methods of putting the other fellow out of business. The government has powers and resources and men who are contributing to American business the urgently needed records of fact, the technique of research and the machinery of guidance—and can contribute still more. Let us stop talking so much about government in business and business in government and let us talk more about government and business.

It is time for business to emancipate itself from its own fears and shames. Business has too long tolerated the bartering of its integrity for apparent peace. Too often it has had to accept petty tyranny and ignorance when what it needed was intelligent regulation. It has had to tolerate these because it was too often doubtful of itself. Business must stop apologizing for itself—by cleaning its own house; let it base its right to exist on its duty to provide the utmost in well-being for all the people.

Let business deal honestly and fearlessly with its own offenses and offenders. Let it expect and receive from the government only the highest ideals of public service—and welcome sincerely the cooperative economic intelligence and guidance which the government has to offer.

NEW BUSINESS MAGNA CHARTA

What American business most needs now is a new Magna Charta—a declaration of its rights—and a summons to its duties. May I respectfully suggest some clauses for such a Magna Charta?

Business is an economic institution organized for the purpose of providing the nation with the maximum of goods, of leisure and well-being, with the minimum of effort. Its problems are economic and cannot be solved by legal or political means unless they are based upon sound economic principles and administered by those who understand these principles.

Business has a right to free activity without hindrances so long as it achieves its economic purpose. It must be free from the burden of unnecessary legislation and litigation and from harassing by officials with motives other than the public welfare.

Any method of production or system of distribution is legitimate as long as it is economically sound and does not involve unfair practices. Competitive methods which misuse legislation or legal action to handicap the proper development of any system of production or distribution are economically unsound and to be condemned.

It is the duty of business so to conduct itself that its actions could at all times undergo public scrutiny with honor.

It is the right of business, on the one hand, to reserve for itself privacy as a protective competitive measure and, on the other hand, to influence the public in its favor by any

available means, so long as it uses only the truth; so long as adequate means are available to all elements, and so long as those means remain uncorrupted and incorruptible.

It is the duty of business to clean its own house and it has the right to expect the utmost in co-operation from the public and the government. But it is the duty of the government, when business fails in its duty, to devise sound economic measures for regulation and to enforce them with its police power and without fear or favor.

NEW ECONOMIC STATESMANSHIP

Gentlemen, such rights and duties cannot exist in an atmosphere of petty political intrigue or under an antiquated jumble of legal restrictions. Business cannot keep up with the new competition so long as the laws which regulate business do not keep up with the new competition. Business cannot live and perform its economic duties to the nation when it must fear and attempt to conform to principles devised economic aeons ago and which have since been confused and distorted by economic ignorance and misunderstanding. The new competition demands a new economic statesmanship.

Contract Provisions—One Nursery concern uses this provision on its order blank: "Nursery company guarantees to reserve and hold said stock in buyer's name, until delivery season specified, for shipment at the proper time, either with a delivery, or at seller's option direct by freight, express or mail C. O. D.; to pay transportation charges on it, and to replace free any stock (except evergreens) that fails to grow, provided it is paid for on delivery, properly planted and cared for according to directions and that notice is given the Nursery before September 1 next following delivery, after which date all replacements will be at one-half price for three years. In recognition of this service, it is agreed that this order is not subject to countermand and will not be canceled unless request be made before September 1 on orders for fall delivery or March 1 on orders for spring delivery, accompanied by a draft for fifty per cent of the purchase price to cover cost of sale, office work on same, receiving stock and liquidated damages. Requests for cancellation without this deposit will not be considered."

Trade disclaimers without repudiation of the quality of goods sold are commencing to appear. Here is one of them:

"All agreements are subject to crop yield. Shipments travel at risk and cost of purchaser. We express or imply no warranty as to productiveness or life of the stock we sell. It is mutually agreed that our liability for untruthness to name is confined to free replacement or refund of purchase price plus interest."

The Listener Pays—In answer to the query, "Who Pays for Radio Broadcasting?" Merlin H. Aylesworth of the National Broadcasting Co., says: "Insofar as the National Broadcasting Company and the many programs of talented artists, fine music and information sponsored by American industries is concerned, the listener pays. He does not pay directly three or five cents to receive this 'Magazine of the Air', nor does he pay a regular tax on his radio receiving set, but through his response to the institutional indirect advertising of American industry, he is today paying for the entertainment of the air."

Cherokee Lodge, fine suburban property, near Valdosta, Ga., owned by Mrs. Ethel B. Worthington, of Valdosta, Miami, Fla., and Cleveland, O., is to be transformed into a Nursery which will be managed by her brother, John Burdette of Mississippi.

Shenandoah, Ia., Visit

(Continued from Page 238)

The business has been developed and expanded until now it requires 1500 acres for supplying our trade. We grow a complete line of hardy stock, including Fruit and Deciduous Trees, Shrubs, Evergreens, Roses, Perennials, in fact, about everything that is hardy and adapted for planting in most sections of the United States.

We have 27 acres devoted to overhead irrigation for the growing of perennials, propagation of Evergreens and various planting material. This Department is in charge of an experienced Holland propagator.

We own 1000 acres of valuable land adjoining the city of Shenandoah. It is used entirely for Nursery purposes. We are also interested in branch plants in various sec-

tions of the country where certain varieties of stock can be produced to the best advantage. Our President, E. S. Welch, owns half interest in Nurseries at St. Joseph, Mo., and Fremont, Nebr.

The home grounds of E. S. Welch and adjoining the Nursery office and packing plant will be of interest to Nurserymen. This has been developed during the last six years and is a good example of what can be accomplished in landscaping and variety planting. It furnishes an interesting trial ground for planting of many varieties and enables us to observe not only their hardiness but their behavior and value for planting purposes throughout the growing season.

The Mount Arbor organization extend a cordial invitation to all Nurserymen, their wives and families to make the trip via Shenandoah and are sure you will be well repaid for the time spent here.

The Model Plant of Lakes Shenandoah Nurseries

In 1870, D. S. Lake, an eastern man, founded the Shenandoah Nurseries, and the first plant was made in that year at Shenandoah, Ia., as the first plans were being laid out for the town. This concern has grown steadily for fifty-eight years, from a five-acre plant to one of over five hundred.

Mr. Lake managed the business along until 1913 when it was incorporated and his two sons, A. F. and R. S. Lake, were taken into the business. In February, 1922, D. S. Lake died, and the two sons and daughter, Clara Lake Gidley, took over the business, and are continuing it at the present time.

A complete line of all kinds of Nursery

stock that is in active demand by the general wholesale trade is carried. The concern is pioneer grower of apple and pear seedlings, as well as importer of fruit and rose stocks. It is well equipped with large storage buildings; also greenhouses for propagating purposes and a large acreage of overhead irrigation. It owns ample land for growing a great variety of stock, and such items as cannot be produced at Shenandoah are grown on contract in localities which are especially suited to them.

Visitors will have a splendid opportunity to see the entire Shenandoah plant on the June 16th trip, and will be amply repaid for the time spent there.

To See the Old Swimming Hole
Editor American Nurseryman:

Your letter at hand caught me and all my force as busy as a boy killing snakes, with the small orders that the cold weather and late season have brought in.

But we sure welcome all Nurserymen to Shenandoah and we can show you our strawberry swamp and our old swimming hole. I am sure that on your way to Denver you will see some of the 81,000,000 acres of land in America that need to be planted.

WELCH NURSERY

Shenandoah, Ia.

J. C. Welch

Disinfected Plant Exhibit—An interesting display of growing plants showing the effects of seed disinfection with Semesan was a feature early this month at the Du Pont products exhibit in Atlantic City. One of the large Boardwalk windows was devoted to the display which attracted much attention. In order to show the advanced growth of seeds treated with Semesan, pots containing treated plants were placed alongside of pots containing similar plants which had not been treated.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value. An index for each volume.

ALABAMA NURSERYMEN'S ASSOCIATION

Dr. F. T. Nye, Irvington, Secretary

PROGRAM

Sixth Annual Convention, Mobile, May 1-3

Invocation, Rev. C. E. Mount; welcome address by Cecil Bates, city commissioner of Mobile; roll call, secretary's report; "Grafting to Reduce Root Enlargements That Used to be Called 'Crown Gall,'" H. B. Chase; "Bud Variation of the Pecan," Theodore Bechtel, Ocean Springs, Mass.; "Citrus Propagation," Professor T. Ralph Robinson, of Washington, D. C.; "Rabbit-Eyed Blueberries," Carl James, horticulturist of the Louisville and Nashville railroad, Montgomery.

Election of officers. "Conifers for Gulf Coast Planting," H. P. Loding of Mobile; "Interplanting a Pecan Orchard with Peach Trees," C. A. Simpson of Monticello, Fla.; "Best Varieties of Roses for Gulf Coast," John Frazier, Jr., of Huntsville, Ala.; "Broad-Leaved Evergreens Versus Coniferous Evergreens for Southern Planting," Mr. Pauley of Birmingham; "Lawn Making," Julian Brown, extension horticulturist of Auburn, Ala.; special subject to be discussed by G. H. Murrell, horticulturist of the Southern Railway of Washington; for discussion of all members, "Co-operation Between Landscape Engineers and Nurserymen—Should not this be encouraged?"

Officers were elected as follows: President, Arthur Rich, Foley; vice-pres., J. Lloyd Abbot, Spring Hill; secy-treas., Dr. F. T. Nye, Executive committee: The officers and H. B. Chase and John Fraser, Jr. The association will meet next in Huntsville.

Dr. L. H. Bailey was the recipient on May 3 of a gold medal given by the National Institute of Social Sciences at a dinner in New York City for distinguished social service.

The Haugen bill in Congress to permit U. S. D. A. representatives to search vehicles, vessels and persons in the interest of preventing violation of plant quarantine regulations has passed the House.

A flower garden to be known as "Friendship Garden" has been started on the grounds of the D. A. R. Hall in Washington, D. C. Plants which Nurserymen provide may be in demand, as well as flowers.

Mandarin Nurseries, Jacksonville, Fla., have been incorporated, \$25,000, by L. L. Ludlum and others.

SURPLUS--at very low prices

KELSEY-HIGHLANDS NURSERY

To move quickly before our own planting, I offer the Trade the finest lot of stock for lining out. Our stock is given plenty of room, is not crowded, and is of superior grade.

| | Per 1000 | | Per 1000 |
|---|-------------|---|----------|
| 5,000 Acer ginnala, S., 1 yr., 1-3 in. | \$ 15.00 | 15,000 Pinus montana mughus, extra grade, T., 6-3 in. | 300.00 |
| 5,000 Amorpha fruticosa, 3-6 in. | 10.00 | 3,000 Pinus montana mughus, extra grade, TT., B&B, 9-12 in. | 600.00 |
| 500 Ampelopsis quinquefolia, 3 yr. | 120.00 | 5,000 Pinus nigra, extra grade, T., 9-12 in. | 200.00 |
| 1,000 Ampelopsis quinquefolia engelmanni, 2 yr. | 100.00 | 8,000 Pinus nigra, extra grade, T., B&B, 12-18 in. | 300.00 |
| 2,000 Arctostaphylos uvaursi, 1-3 in., 2 1/2 in. pot. | 175.00 | 3,000 Pinus nigra, extra grade, TT., B&B, 12-18 in. | 350.00 |
| 500 Azalea viscosa, clumps, B&B, 12-18 in. | 450.00 | 50,000 Pinus nigra, S., 2 yr., 2-4 in. | 15.00 |
| 500 Azalea viscosa, clumps, B&B, 18-24 in. | 600.00 | 45,000 Pinus nigra, S., 3 yr., 6-12 in. | 40.00 |
| 10,000 Berberis Thunbergi, TT., 6-12 in. | 25.00 | 30,000 Picea pungens, S., 2 yr., 1-3 in. | 20.00 |
| 25,000 Betula alba S., 3-6 in. | 16.00 | 2,000 Pinus densiflora, 2 yr., S., 3-6 in. | 25.00 |
| 10,000 Betula papyrifera S., 3-6 in. | 20.00 | 8,000 Pinus densiflora, 3 yr., S., 9-12 in. | 40.00 |
| 3,000 Crataegus oxyantha S., 3-6 in. | 20.00 | 1,000 Pinus resinosa, extra grade, TT., 18-24 in. | 500.00 |
| 3,000 Hamamelis virginiana S., 1-3 in. | 20.00 | 2,000 Pinus sylvestris, S., 3 yr., 9-12 in. | 30.00 |
| 150 Juniperus communis depressa, 2-3 ft., @ | \$2.00 each | 9,000 Pinus sylvestris, S., 3 yr., 12-18 in. | 40.00 |
| 100 Juniperus communis depressa, 3-3 1/2 ft., @ | \$3.00 each | 4,000 Pinus sylvestris, extra grade, T., 12-18 in. | 100.00 |
| 15,000 Picea canadensis, 2 yr., S., 1-3 in. | 12.00 | 1,000 Pinus sylvestris, extra grade, TT., 12-18 in. | 130.00 |
| 10,000 Picea engelmanni, 2 yr., S., 1-3 in. | 12.00 | 1,000 Pinus sylvestris, extra grade, B&B, TT., 18-24 in. | 250.00 |
| 10,000 Picea excelsa, 2 yr., S., 3-6 in. | 20.00 | 2,500 Pinus thunbergi, 3 yr., S., 6-9 in. | 45.00 |
| 5,000 Picea excelsa T., 6-12 in. | 100.00 | 2,500 Pinus tomentosa, 1 yr., S., 6-12 in. | 60.00 |
| 25,000 Picea excelsa, 1 yr. S., 2-4 in. | 12.00 | 500 Viburnum dentatum, clumps TT., 12-18 in. | 180.00 |
| 40,000 Pinus montana mughus, extra grade, 1 yr. S., 1-3 in. | 20.00 | 700 Viburnum dentatum, clumps TT., 18-24 in. | 250.00 |
| 20,000 Pinus montana mughus, extra grade, 2 yr. S., 2-4 in. | 35.00 | 2,500 Viburnum opulus, S., 3-6 in. | 25.00 |
| 30,000 Pinus montana mughus, extra grade, T., 3-6 in. | 100.00 | | |

Prices are net, packing at cost. Wire orders at our expense, or air mail.

HARLAN P. KELSEY, Salem, Massachusetts

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; June 20-22, 1928. Denver, Colo.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines. Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Sec'y., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

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Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. July 11-13, 1928, Olympic Hotel, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 382, Denver, Colo.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

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Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 12-13, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftis, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

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I have Pin Oak Seedlings, for spring 1928, in 6 to 12 in. and 12 to 18 in. 16 to 24 in. all sold. Let me quote you.

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THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

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| 3 times trans. B&B, 18 to 24 in. | 2.25 | 20.00 | 175.00 | |
| 3 times trans. B&B, 12 to 18 in. | 1.50 | 12.50 | 100.00 | |
| Quality | Height | 10 | 100 | 1000 |
| twice trans. 18 to 24 in. | \$12.00 | \$100.00 | \$800.00 | |
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AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

That California fruit trees are highly prized abroad, and that no expense or pains will be spared to obtain them, was shown when the S. S. Witram of the North German Lloyd sailed recently from San Francisco with a shipment of trees for Germany in her hold from the California Nursery Company of Niles, Alameda County.

Owing to the strictness of the laws governing the importing of trees and plants into the country, it was necessary, before importing these trees, for Bernhard Nebel, the purchaser, who is a student under Dr. E. Bauer of the University of Germany, Berlin, to obtain special permission from the chancellor of Germany.

In order that the shipment might reach its destination in the best possible condition, free from disease, a state inspector from Sacramento, a county inspector of Alameda County, and officials of the California Nursery Company were on hand at Niles to supervise the packing of the consignment. A shipment of this character is extremely expensive on the part of the purchaser, and great care was taken in handling the cases prior to their being stored in the cold storage space in the Witram's hold. The steamer is scheduled to arrive in Germany about April 1st.

Years of experience by the California Nursery Company have developed a method of packing and handling shipments which insures their arrival in perfect condition, either to any part of the United States or for export. Even if several months on the road, Nursery stock will reach its destination in good order if given ordinary good care en route. Every consignment sent out from Niles carries a certificate of inspection. At all times up to date files are kept in the company's offices containing data on the quarantine laws of the various states affecting shipments of Nursery stock to any point in the United States to prevent any delay in the forwarding of orders. The same policy is observed on all foreign shipments.

Large shipments of fruit trees are being made this year to Mexico and South America, California Nursery Company officials report.

Many lovers of growing things are making the pilgrimage to the extensive test orchards of the Nursery at Niles to view the gorgeous sight of fruit trees in full bloom at the present time. From now until early summer there will be a continuous succession of blossoms. This annual spectacle is one for which the California Nursery is famous throughout the West.

Youngberry Rivals Loganberry

A hybrid dewberry, all but lost to the horticultural world since its origin in 1905, has been brought into favorable recognition as a result of tests by the United States De-

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Multiflora Jap. seedlings
Berberis Thunbergii seedlings
Ampelopsis veitchii seedlings and transplants
Hydrangea p. g. 2 yrs. trans., very bushy
Wisteria sin., 1 and 2 yrs. for grafting.
Syringa vulgaris seedlings.

ALL OUR OWN GROWING

We can save you real money whether you need large or small quantities.

BEDFORD HILLS NURSERIES
BEDFORD HILLS, N. Y.

partment of Agriculture and bids fair to bring additional fame and fortune to south Baldwin County, Ala., a section to which, it has been found, this type of berry is especially adapted. There are now about 25 acres of these dewberries planted in Baldwin County and owned by Dr. O. F. E. Winberg, Jack Randall, Chas Lyrene and several other prominent horticulturists of the county. This spring will witness the planting of a few hundred acres in Baldwin County and it will not be long before carload shipments of dewberries from Baldwin County will be made. Carl James, horticultural agent of the L. & N. Railroad, was partly responsible for their introduction into this section and his recommendation of them will carry much weight with county farmers.

This dewberry named "Young" for the originator, B. M. Young, of Louisiana, bears fruit larger than the popular Lucretia variety, is much sweeter than the Logan, and of an exceptionally high dessert quality. The berry is an attractive deep wine color.

The Young dewberry, according to George M. Darrow, who made the tests for the Department of Agriculture, has been found resistant to anthracnose disease and free from the ordinary leaf spot wherever tested. It has been grown at a number of experiment stations and by other co-operators, and no

undesirable features have developed. It has been found especially suitable for culture in the southern and southeastern states and is recommended for trial by gardeners and truck growers in these sections as well as in other localities where dewberries are ordinarily grown.

This dewberry first came to the attention of the department in 1921 when some plants were sent to it by a Pennsylvania Nurseryman who requested they be tested.—Foley, Ala., Onlooker.

In view of the emphasis laid on the new competition by writers and lecturers on present day strenuous conditions in the business world, it is of interest to note what a broad-minded, keen observer, a prominent New York banker, says in another column of this issue. The new competition must be reckoned with, but the warning that increased effort must be tempered with care that the pendulum does not swing too far the other way is timely.

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.50 per year. Three years, \$8.
Canada, abroad, 50c extra per year.

We Have Had a Remarkably Fine Trade

HOPE YOU HAVE TOO

Did you get your copy of April 23rd edition of our Bulletin? Among other items we still have for you the following, all in perfect condition due to our excellent storage facilities:

FRUIT

BARTLETT PEAR in all sizes. Fine Stock.
PEACHES—Carmen, Crawford's Early, Early Elberta, Elberta, Hale, Rochester and other sorts.
CURRANTS—Black Champion, Red Cross and White Grape. Beautiful heavy two year stock.
GRAPES—Agawam, Brighton, Catawba, Concord, Moore's Early, Niagara, Worden

If you've never used Cole's Grapes you've missed using stock second to none.
Snyder Blackberries and Cuthbert Raspberries

SHRUBS

Berberis thunbergii, Cornus elegantissima, sibirica and stolonifera, Deutzia gracilis and P. of R., Privet all sorts, especially a nice lot of California 12-18" and 18-24", Sambucus acutifolia, Spiraea arguta, superba, prunifolia and vanhouttei, Weigela rosea.
The above and other shrubs in most any size you require.

EVERGREENS

A good stock up to 3 feet (Root pruned)

EVERGREEN SHRUBS

Pachysandra—Strong 1 year old, also some beautiful pot plants.

VINES

Clematis paniculata—2 and 3 year. Vinca minor, heavy.

ROSES—2 yr. No. 1

Magna Charta, Red Letter Day, General Janesen, Juliet, Soliel d'Or, Marie Pavie, Aviateur Blieriot, Dorothy Perkins, Gardenia, Veilchenblau

PERENNIALS

Regal Lily 3 to 4 in. cir., Phlox 20 varieties
Tritoma 2 yr., Yucca heavy, and most anything else in well grown plants.

TREES

A most beautiful block of Silver Maple up to 1 1/2 inches.
Also Bechtel Crab, Gold Bark Willow and other Shade.

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600 Acres Completely Modernly Equipped—"Everything that is Good and Hardy"

PRICE WILL BE RIGHT.

The Cole Nursery Company

Forty-seven Years at Painesville, Ohio

CALIFORNIA ASSOCIATION OF NURSERYMEN

Helen W. King, Los Angeles, Secy.

The second regional dinner for the members of the California Association of Nurserymen living in the southern part of the state was held April 27. A delicious dinner was served at the Elite Cafe; the tables were attractively decorated and the program was one of exceptional interest. Feeling that the Nurserymen of this state were certain to be vitally interested in the new California Botanic Garden located near Los Angeles, the program was given over, very largely, to two speakers who represented the Garden Foundation. One was Captain Dudley Corlett, the official lecturer for the garden. Captain Corlett has been identified with the agricultural development work for the British Government for many years, and has served his country in many of its finest botanic gardens. It was Captain Corlett who was selected to undertake the almost impossible task of growing fresh vegetables for the scurvy-ridden soldiers stationed near Aden. That he succeeded in growing them there in that sun-baked, saline soil speaks well for his ability. In his talk Captain Corlett reviewed some of the great gardens of the world, some of the old gardens, showing that an undertaking such as this is of a permanent nature, designed for the benefit

Toastmaster and Speaker at Nurserymen's Dinner



ERNEST W. BRAUNTON

of posterity more than for those living to-day.

The colorful background he painted was perfect for the practical talk which followed by Frederick W. Taylor, long identified with the horticultural work pertaining to many of our great expositions. He was in charge of such work at both the St. Louis and the Buffalo Expositions, to name but two of the greatest. He has been the head of the Department of Agriculture in two of our universities, has filled Government posts in San Salvador, in the Orient and many out-of-the-way corners of the globe. He is amply equipped to direct the work of planting in



FREDERICK W. TAYLOR

this botanic garden from which California expects many fine things.

The toastmaster of the evening was Ernest Branton, long established as one of the leading horticulturists of this state, and one of the men whose dream is to be realized in the creating of the California Botanic Garden.

HELEN W. KING, Secy.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1928 catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa

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**ORNAMENTAL SHRUBS,
BROAD LEAVED EVERGREENS,
PRIVET, VINES, POPLARS,
ARBORVITAE**

And other conifers.

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

Peach Pits

The Howard-Hickory Co.
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Humus and Leaf Mold

Write for Trade Prices

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We want to sell you Pecans, Japan Persimmons, Roses, Fruit Trees, Shrubs and Evergreens, Cedrus Deodora, 2-3 ft. and 3-4 ft. and other kinds.

Write us for prices.

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NICHOLSON BROTHERS, Proprietors.
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Norway Spruce Black Hill Spruce Oriental Spruce

18 inches to 5 feet

We have some beautiful specimens to offer by the 100 in each variety

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**INDEPENDENCE NURSERIES
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Independence, Ohio

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Don't Split the Blame

You are Mainly Responsible for Your Failure to Order Our Complete Line of

Connecticut Valley Lining Out Stock

GET LINED UP IMMEDIATELY

with

WILSON

And don't lose out again this season

LOOKING AHEAD

We will be in the market for Late Fall for

20-25 Carloads of
Assorted Salable Sized Stock

Correspondence Solicited

C. E. Wilson & Co., Inc.
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LINING OUT STOCK

200 to 300 thousand extra fine Conifers for lining out. If interested let us quote prices and send sample of stock.

Still have a surplus in most varieties of Grapes, Currants and Gooseberries.

Get in touch with us. Forty-two years' experience in the Nursery business.

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Mastodon, Progressive, Dunlap, Aroma, Premier, Gibson. Also Raspberry and Blackberry plants. Individual orders shipped direct to your customers.

Grape Vines, 2 yr. Concord, priced to sell.

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Specialties

Amoor River North Privet, 2 yr.,
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

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Lonicera Bella Albida, 2-3 to 5-6
ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Jun-
ipers, in good supply.

Early Harvest B. B. root grown
plants.

Long list of Ornamentals in gen-
erous supply.

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Headquarters for
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Strawberries
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BOXWOOD Young's Boxwood and Evergreens

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My service and stock will please you.

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PRIVET and BERBERIS Splendid Stock

Write for Special Quotations.

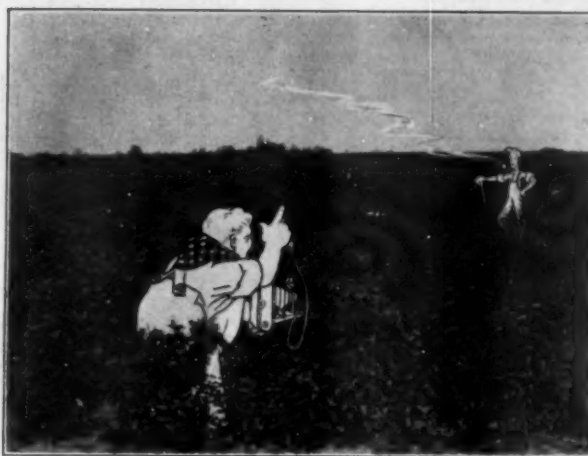
LESTER C. LOVETT

Milford

Delaware

Say you saw it in "American Nurseryman"

The Preferred Stock



One of our blocks of 2 year shrubs—Philadelphus Grandiflorus at the left;
Forsythia Fortunei in the middle, and Weigela Rosea at the extreme right.

Pretty nice looking stuff, isn't it?

This is the sort of stock we're delivering this Spring—fine, big fibrous roots; sturdy, well developed branches. Perk and I put a lot of work into these shrubs the last two years, and it has been more than repaid by the compliments we've received from nurserymen who've seen them and used them.

Naturally, we're pretty proud of our Shrubs. We've had a wonderful assortment in good quantities and good sizes—all well graded. Of course, the assortments are becoming broken now, but we still have an ample supply to care for your needs, if you wire.

We handle Rush orders RUSH!

Of special interest are our

3 year Berberis Thunbergi
18-24 in., and 12-18 in.

Deutzias

Bush Honeysuckle

Hydrangea Paniculata Grandiflora

and Arborescens Sterilis

Sizes, prices and quantities available are listed in our current bulletin. Be sure you get your copy.

Actively yours,

Jack

P. S.—There isn't much of this season left, and we've all of us got to act fast to get the business. We'll do our part by shipping stock the day your order is received.

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Obituary

William Falconer

William Falconer, well-known gardener for Charles A. Dana, editor of the New York Sun, and superintendent of Schenley Park and Allegheny Cemetery, Pittsburgh, Pa., died April 30. He was born in 1850 in Scotland and had experience in a Scotch Nursery at Kew and as an editor on the staff of the London "Garden," coming to the U. S. in 1874.

Harry Papworth, a florist, proprietor of Metairie Ridge Nursery Co., New Orleans, La., died April 29th.

Ralph E. Huntington, well known Nurseryman, Palmsville, O., died April 25, aged 59. He was an aster specialist.

Nursery Courses in Schools Proposed—Members of the Mentor, O., Township Board of Education recently visited the West and East Tech Schools in Cleveland to inspect the greenhouses operated by those schools. It has been proposed that, since Lake County, O., contains the largest Nursery center in the country, Mentor schools should provide Nursery courses.

Franklin Tree Available—While the newspapers are still passing around the item that the rare Franklin Tree (*Franklinia altamaha*) is extinct, it is announced by Thomas Meehan & Sons, Germantown, Pa., in their spring catalogue that this tree is available in limited quantities, not more than three to one customer.

Hill's Evergreen Plate Book
50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.
D. Hill Nursery Co.
Evergreen Specialists - Largest Growers in America
Box 402 DUNDEN, ILL.

BUCKWHEAT HULLS
"LIGHT AS Snowflakes" Mulch
Preserves soil moisture, prevents baking and cracking of soil, increases fertility, adds humus. Easiest and cheapest to apply.
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Write for our 1927 Short Guide & Price List
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FOR SALE
Pink and White Flowering Dogwood; Norway, 6-8', 8-10'; Sugar, 7-8'; Sycamore, 10-12'; Silver Maple, 6-8'; European Planes, 5-7'; Pyramidal 18', 2-3'; 3-4'; American Arborvitae, 2'; Rhododendrons; Lining Out Evergreens; and plenty of good service.
E. W. JONES NURSERY CO., Woodlawn, Va.

A DEPENDABLE DIGGER
at a reasonable price
Write for a descriptive circular and prices
"Yours for growing satisfaction"
NEOSHO NURSERIES, Neosho, Missouri

LESS THAN FIVE CENTS A WEEK—
AMERICAN NURSERYMAN
Chief Exponent of the Nursery Trade

Retail Trade in Central States

Afton, Mo., Apr. 25—Business with us the past two months has been especially good. Our trade deals with the consumer direct and we find that, owing to the fact that more people are owning their own homes than was the case several years ago, the demand is good.

The prolonged season has helped us materially in taking care of this trade. In general paying with us has been good and the outlook seems to be fair for a continuance of this prospect.

H. J. WEBER & SONS NURSERY CO.
Wm. A. Weber,
Secy. and Treas.

Off Season in Oklahoma

Blackwell, Okla., May 1—The season with us has been rather backward; stock in general slow sale. Late frosts have killed the greater per cent of fruit crops, generally speaking. An off season occasionally makes us better appreciate the good ones. Indications now point to a good growing year.

J. W. TETRICK

Keeper Ernest H. Wilson, Arnold Arboretum, delivered a lecture on shrubs and plants last month in Providence, R. I. He said the finest collection of Regal lilies he had ever seen was at Roger Williams Park, Providence.

Lee R. Bonnewitz, Van Wert, O., iris and peony specialist, has been in Honolulu and has been visiting many points on the Pacific Coast.

MISCELLANEOUS

WANTED

SITUATION WANTED

Young man who understands Nursery Accounting wishes position as accountant in charge of all records. Connection with large wholesale or retail establishment desired. Address B-91 care American Nurseryman, Rochester, N. Y.

FOR SALE

STOCK FOR SALE

For Sale—Red pine trees, white pine trees and European larch trees. Size 4 feet up. Price for pines 50c per foot above ground and 25c per foot above ground for the larch as they stand at filter plant property of the undersigned in York, Penna. The tract adjoins the City of York along Country Club Road. Privilege is given purchaser to ball and burlap the roots and only restriction required is that the purchaser level surplus ground at trench. Apply York Water Company, York, Penna.

ALL EVERGREENS

Balled and burlapped and boxed free.
Three times transplanted 15-18" 18-24" 2-3'
Pine, Austrian \$1.00 \$1.50 \$2.00
Pine, Scotch 1.00 1.50 2.00
Spruce, Col. Blue 2.25 3.25 5.00
Spruce, Norway60 .75 1.00
Arborvitae, American75 1.00 1.50
Bittersweet Vines, 3 yr., 4-ft., 20c, 100 \$15.00
Send for wholesale price list of other items
HIGHLAND NURSERIES, Johnstown, N. Y.

Sphagnum Moss, 10-bbl. bale, \$3.50; 5 bales, \$12.00. Burlap 40c per bale extra. Get price on 5-bbl. bale. Jos. H. Paul, Box 156, Manahawkin, N. J.

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Peonies and Iris, four acres in bloom in May. L. F. Dintelman, Belleville, Ill.

BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$35 per set. American Fruits Pub. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pub. Co., P. O. Box 124, Rochester, N. Y.

We presume Nurserymen near the Federal reclamation projects are giving due attention to the needs for tree planting in those projects, particulars of which are related in a bulletin of the Department of the Interior to which reference has been made in these columns.

In his address on hedges for the west north central states H. G. Loftus, landscape architect of Rose Hill Nursery, St. Paul, Minn., told Northern Retail Nurserymen's Association members of varieties to be recommended and urged Nurserymen to grade hedge material carefully and to inform planters fully as to planting and care.

"The hard frosts of last month," says a U. S. D. A. report "apparently did not find fruit buds far enough along to be heavily damaged, except in sections of the Southwest. There was some damage to peaches, pears, and plums in the Central States. But the apple prospect and the general southern peach prospect are still good, and the same can probably be said of strawberries and citrus fruits. Last year was a poor fruit year. So far this season looks different."

Mr. and Mrs. Robert Essig, Pontiac Nursery Co., Detroit, Mich., will sail June 1 on the Corinthia. They will be gone for two months and plan to visit England, France, Italy, Switzerland and Germany.

Following are new members of the A. A. N.: H. L. Bensing, 18 South Bethany St., Kansas City, Kan.; Harry L. Squires, Hampton Bays, N. Y.

FOR SALE

Your opportunity to buy prosperous and old established Nursery and Landscape Contracting Business. Location cannot be excelled. Sickness forces owner to sell. Will sell or lease grounds. Every modern convenience.

For further particulars write B-93, care "American Nurseryman," Rochester, N. Y.

POSITION WANTED

A live office man with over fifteen years' experience as Sales Manager, but who can fill in anywhere, desires to get in touch with some live organization. Wholesale preferred.

Address B-92, care AMERICAN NURSERYMAN, Rochester, N. Y.

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Less Than Yearly: \$2.80 Per Month

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Of Articles Appearing in the Columns of the "American Nurseryman."

PRICE 10 CENTS EACH

"Sales Management and Business"—The star address of the Midwinter Convention Season—By H. N. Tolles, Chicago.

Heavy Losses Follow Late Stratification of Plum and Cherry Seeds—By C. F. Swingle, Junior Pomologist, U. S. D. A.

Pleasant Fields of Personal Work With Plants; Craftsmanship vs. Standardization—By Dr. L. H. Bailey, Noted Horticulturist.

How to Make Salesman Out of Raw Material—By E. H. Smith, Vice-Pres. Harrison Nursery Co., York, Neb.

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertisements: \$2.80 per column-wide inch, covering insertion twice a month.

Clean Coast Grown SEEDLINGS

Properly ripened, carefully dug and graded, and packed so they will reach you in first class condition.

APPLE, Malus—Pyrus Malus
PEAR, Chinese—Pyrus Calleryana
" Chinese—Pyrus Ussuriensis
" French—Pyrus Communis
" Japan—Pyrus Serotina
CHERRY, Mazzard—Prunus Avium
" Mahaleb—Prunus Mahaleb
PEACH, from Lovell Seed
PERSIMMON, De Lotus
PLUM, Myrobalan—Prunus Myrobalana
BIRCH, European White—Betula alba
ELM, Chinese—Ulmus pumila
MAPLE, Norway—Acer platanoides
" Sycamore Purple—Acer pseudo-platanus purpurescens

ROOTED SEEDLINGS

QUINCE, Anglers
ROSE, Manetti

Also a very complete line of Fruit Trees, Ornamentals, Roses and Nursery Supplies.

Your Want List will be appreciated.

PORTLAND WHOLESALE NURSERY COMPANY

East Washington at Sixth Street
PORTLAND, OREGON

Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.
FREDONIA, N. Y.

SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map
80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

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PLATE BOOKS

Salesmen send for catalog describing shrub and perennial compact folders and famous landscape plate book.

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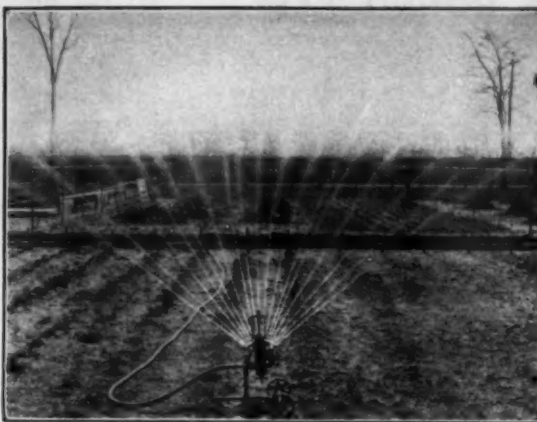
TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.

6026 Ross St., Germantown, Philadelphia

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.50 per year. Three years, \$6.
Canada, abroad, 50c extra per year.



GET ready for 1928 Campaign against dry weather. This large area Rainbow Sprinkler is for Florists, Nurserymen, Vegetable growers as well as for private use on lawns and gardens. It is well designed and built. Of brass with steel base painted green. Compact. Durable. Weighs 25 lbs. Comes ready to attach to hose. 17 outdoor strainer type nozzles give perfect water distribution. Price \$40 F.O.B. Detroit. 10% discount cash with order. Write for Dealer's price on two or more. Or Catalog on other types of watering equipment. Order now.

Many hundreds of users write us that this Automatic Oscillating Rainbow Sprinkler is the best overhead irrigation unit made. Covers as much as 60 ft. x 60 ft. at a time.

WHITESHOWERS
Incorporated
6458 Dubois St. Detroit, Mich.

SEEDLINGS

European quarantines will evidently go into effect when planned, 1929. Build up American sources of supply by placing a liberal share of your seedling orders at home.

We have been growing seedlings right here for more than 20 years. Have made the usual mistakes of beginners in any business, but are now profiting by past experience. You will get the benefit of this, so check up on your requirements and let us quote you definitely on

Apple

Mazzard

Mahaleb

French Pear

Ussuriensis

Myro

Also on

Crataegus Oxycantha

Ulmus Pumila seedlings and transplants.

WASHINGTON NURSERY COMPANY
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THE ROUND TABLE

Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY



The Season on Pacific Coast

Ontario, Cal., May 1—The Nursery business as a whole on the Pacific Coast has not been particularly good during the last winter and spring. Deciduous fruit trees have moved rather slowly and in the case of the standard varieties which used to sell in such large quantities—including cling peaches, plums, pears, and prunes, there has been very little demand, so that the deciduous fruit tree Nurserymen have larger bonfires than usual.

Small assorted sales for fruit trees for home uses have been just about as good as usual, however. The demand for citrus Nursery stock and other sub-tropical fruits has greatly exceeded the quantity of trees available and such trees have brought very high prices—which partly fills the hole made by the deciduous fruit tree losses.

Ornamentals have sold well, although in the case of quick-growing stock there is an over supply, and prices are cheap. However, more and more ornamentals of all kinds are being planted. Roses were a little more plentiful than last year and are probably going to be more so next season.

On the whole, we cannot complain about results for we have had the best season we have ever experienced. For the coming year, those who have a well-balanced supply of nicely grown stock will have no trouble disposing of it but there is going to be a sur-

plus in deciduous fruit trees and probably in many lines of ornamentals.

ARMSTRONG NURSERIES
John A. Armstrong

Confusion of Plant Names

Referring to the article on page 139 of the March 15 issue of the *American Nurseryman*, Harlan P. Kelsey, Salem, Mass., said: "The Southern and Southwestern Nurserymen's Associations I know have been discussing confusion in plant names. What they are really bothered about is not the confusion in plant names but the confusion in identity; that is, getting the right name on the right plant instead of the right name on the wrong plant.

"Of course, this takes very intelligent work on the part of the Nurseryman and a considerable knowledge of plant material and how to identify plant material. Often it is a botanical designation and the ordinary Nurseryman is not equipped to do this, nor has he any herbarium or arboretum easily available to compare his material with authentic material. Therefore, it is one of the finest arguments for the projected National Arboretum, where there will be authentic material with trained scientists to identify plant material.

"At the present time much of the trouble of the Southern and Southwestern Nurserymen's Association would be eliminated if they would intelligently follow the rule of sending properly packed suitable plant material to the Bureau of Plant Industry for determination as to identity. For instance, I am continually getting material from both Nurserymen and laymen asking me to determine what is the correct name for the specimen sent. Usually the stuff is a mere

sprig with the leaves all shriveled up, and if there are flowers they are either dead and gone or are so shriveled as to be totally unfit for identification purposes. It is necessary where possible to send full specimens including old fruit pods, plenty of leaves and flowers, and in the case of evergreens where possible not only branches a foot or more long but cones as well, and in the case of smaller plants the entire plant had best be sent.

"If they can be sent in a large enough package with plenty of damp packing material they will arrive fresh; but unless he is certain of this the inquirer should pack the material first between thin paper and then liberally back up with heavy blotting paper or ordinary porous newspaper, and give as much pressure as possible. The plants then arrive dried out but somewhat in the condition of fairly good botanical specimens.

"The Nurseryman ordinarily does not understand how much labor is sometimes involved in determining plant identity, and where he is getting the information for nothing it is certainly up to him not to waste the government's time nor that of the officials of the Arnold Arboretum or any other arboretum by sending poor material.

"The Nurseryman usually is not a man who goes into scientific investigations in an orderly and scientific way, for the simple reason that he has never really studied good plant books and made a specialty of plant literature. This is necessary notwithstanding the added advantage every Nurseryman has of easy observation of plant material in the field. It is encouraging to note that the Nurserymen really want to attach the right name to the right plant, and you may be sure the American Joint Committee and the Department of Agriculture, Washington, D. C. and, I believe, all our leading arboreta in this country, will gladly help in this fine work."

HARLAN P. KELSEY

C. E. Scott, California Dept. Agriculture, is an authority on care of dormant bulbs. He has described effects of fungus, bacterial blight, mold, storage rot, etc.

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At Annual Convention of the Illinois Nurserymen's Association
Chicago, January 18, 1928

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